

CONTRACT

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

www.wlwt.com

And:

Mentzer Media Services
600 Fairmont Ave
Suite 306
Towson, MD 21286

Contract / Revision 942000 /		Alt Order # 06276403
Product CROSSROADS GPS		
Contract Dates 08/15/12 - 08/21/12		Estimate # 1217
Advertiser Crossroads GPS		Original Date / Revision 08/20/12 / 08/20/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WLWT	Account Executive Mica Hansen	Sales Office HRP -Washingt
Special Handling		
Demographic Adults 25+		
IDB# 1021	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WLWT	08/15/12	08/17/12	NBC Today Show III	10-11a		:30			NM	6	\$1,200.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				6	\$200.00			
2	WLWT	08/15/12	08/17/12	2-3p	2-3p		:30			NM	3	\$750.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$250.00			
3	WLWT	08/15/12	08/17/12	DR OZ EF	4PM-5PM		:30			NM	6	\$2,400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				6	\$400.00			
4	WLWT	08/15/12	08/17/12	530-6p M-F news	530-6p		:30			NM	3	\$1,875.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$625.00			
5	WLWT	08/15/12	08/17/12	6-630p M-F news	6-630p		:30			NM	3	\$2,400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$800.00			
6	WLWT	08/15/12	08/17/12	7-730p	7-730p		:30			NM	3	\$2,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$800.00			
7	WLWT	08/15/12	08/17/12	730-8p	730-8p		:30			NM	2	\$1,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--W-F--				2	\$800.00			
8	WLWT	08/15/12	08/18/12	11-1135p M-Su	11-1135p		:30			NM	3	\$4,500.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
942000 /	06276403

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/15/12 - 08/21/12	CROSSROADS GPS	1217

<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	08/20/12 / 08/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 --W-FS- 3 \$1,500.00												
9	WLWT	08/18/12	08/18/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	2	\$700.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----2- 2 \$350.00												
10	WLWT	08/18/12	08/19/12	Sa/Su 6-7a News	Sa/Su 6-7a		:30			NM	2	\$500.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----SS 2 \$250.00												
11	WLWT	08/19/12	08/19/12	NBC Sunday Today	Su8-9a		:30			NM	2	\$3,000.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----2 2 \$1,500.00												
N 12	WLWT	08/19/12	08/19/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	1	\$350.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----1 1 \$350.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 WLWT 08/13/12-08/19/12 Sa/Su 6p news Sa/Su 6p News -----Su :30 \$350.00 NM See MG 12.2 2 WLWT 08/21/12-08/21/12 NBC Today Show III 10-11a -Tu----- :30 \$350.00 NM Ⓜ MG for 12.1 08/19												
13	WLWT	08/20/12	08/21/12	NBC Today Show III	10-11a		:30			NM	2	\$400.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 MT----- 2 \$200.00												
14	WLWT	08/20/12	08/20/12	2-3p	2-3p		:30			NM	2	\$500.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 2----- 2 \$250.00												
15	WLWT	08/21/12	08/21/12	2-3p	2-3p		:30			NM	1	\$250.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 -1----- 1 \$250.00												
16	WLWT	08/20/12	08/20/12	DR OZ EF	4PM-5PM		:30			NM	1	\$400.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 1----- 1 \$400.00												
17	WLWT	08/21/12	08/21/12	DR OZ EF	4PM-5PM		:30			NM	2	\$800.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 -2----- 2 \$400.00												
18	WLWT	08/20/12	08/21/12	530-6p M-F news	530-6p		:30			NM	2	\$1,250.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 MT----- 2 \$625.00												
19	WLWT	08/20/12	08/21/12	6-630p M-F news	6-630p		:30			NM	2	\$1,600.00
Class of Time - Immediately Pre-emptible without notice												

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$800.00			
20	WLWT	08/20/12	08/21/12	7-730p	7-730p		:30			NM	2	\$1,600.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$800.00			
N 21	WLWT	08/20/12	08/21/12	730-8p	730-8p		:30			NM	2	\$1,600.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$800.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WLWT	08/20/12-08/26/12		730-8p	730-8p	MTU-----	:30		\$800.00	NM		
See MG 21.3												
3	WLWT	08/21/12-08/21/12		7-730p	7-730p	-Tu-----	:30		\$800.00	NM		
Ⓜ MG for 21.1 08/21												
22	WLWT	08/20/12	08/21/12	11-1135p M-Su	11-1135p		:30			NM	2	\$3,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$1,500.00			
Totals											54	\$33,075.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/21/12	54	\$33,075.00	\$28,113.75
Totals	54	\$33,075.00	\$28,113.75

Signature: _____ **Date:** _____

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